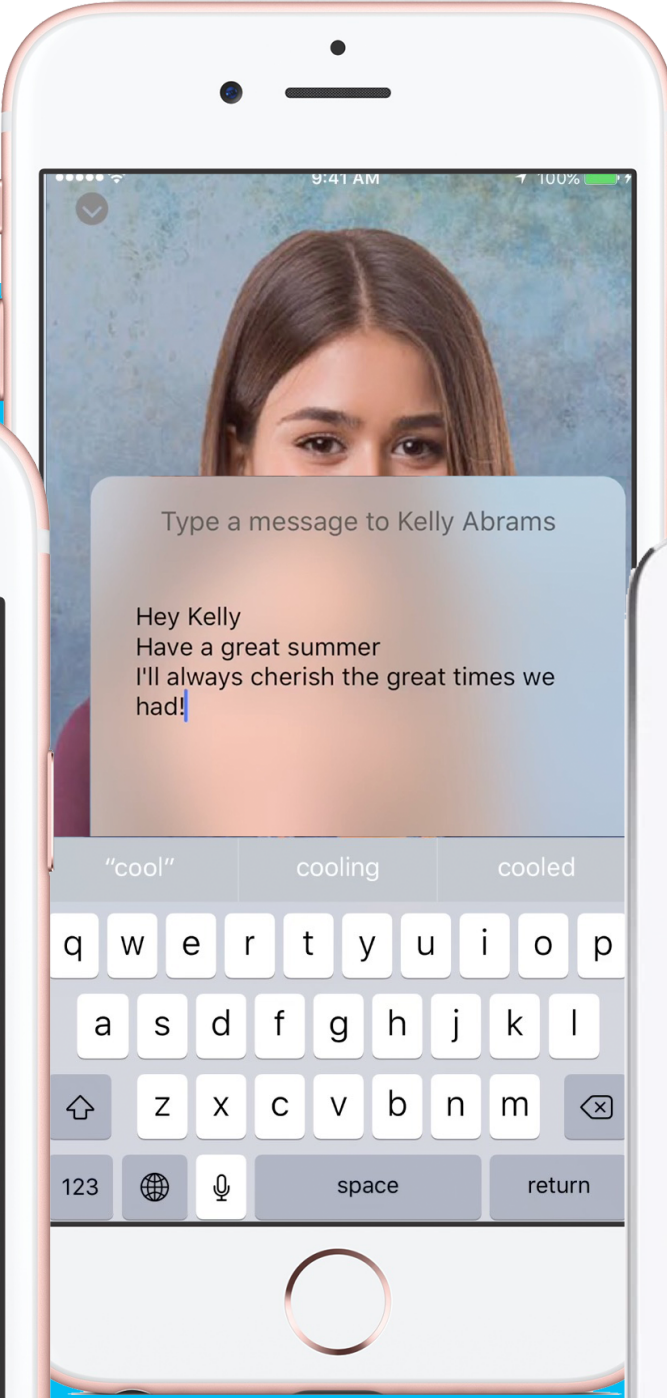


THE MOBILE
YEARBOOK
THAT GROWS
PRINT SALES



Your Memories in-Touch™

Founders: Robert & Fanny Davidson

Created for our kids—their love of iPads & yearbooks.
Keeping the yearbook experience!

Technology & Marketing Leadership Background

- Numerous internal Fortune 100 enterprise tech leadership roles with >30 enterprise “startup” systems
- Deep interactive agency experience, including national design awards
- Longtime entrepreneurs

Mission

- Help leading companies leverage existing assets with market-ready digital solutions
- Privacy & security is always #1 (student privacy pledge signatory)
- Partner-based approach



YouTube Video Library

<http://bit.ly/FCytube>

Reference Library
of video on
YouTube including
feature
descriptions

YouTube

Forever Connected Yearbooks

From: Sara
Great seeing
you and the
boys!

YEAH!

Type it

Fc

Forever Connected Yearbooks & Photo Memory Books

HOME

VIDEOS

PLAYLISTS

CHANNELS

ABOUT

1:05

High School Forever Connected Yearbooks

Forever Connected Yearbooks & Photo Memory ...

13 views • 5 months ago

Created playlist

Amber

2

Elementary Schooler Mobile Yearbooks & ParentScreen

Brandon Wyatt

3

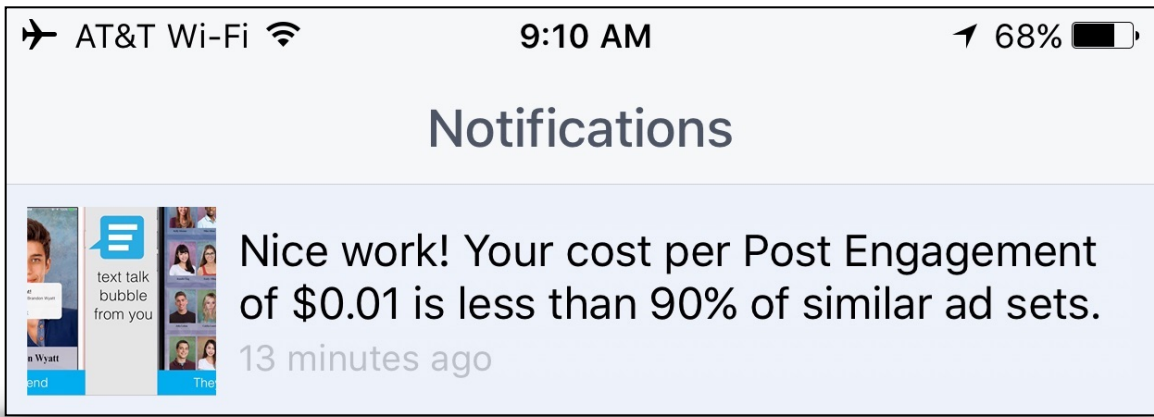
FC Yearbook Features

2

Forever Connected Yearbooks

Students & Moms love it!

25% engagement—
one of Facebook’s highest



On page footer:

About

Publishers / Printers Info

Contact

Yearbooks

Parentscreen™

Photo Memory Books

[Privacy Policy](#)

Community Guidelines

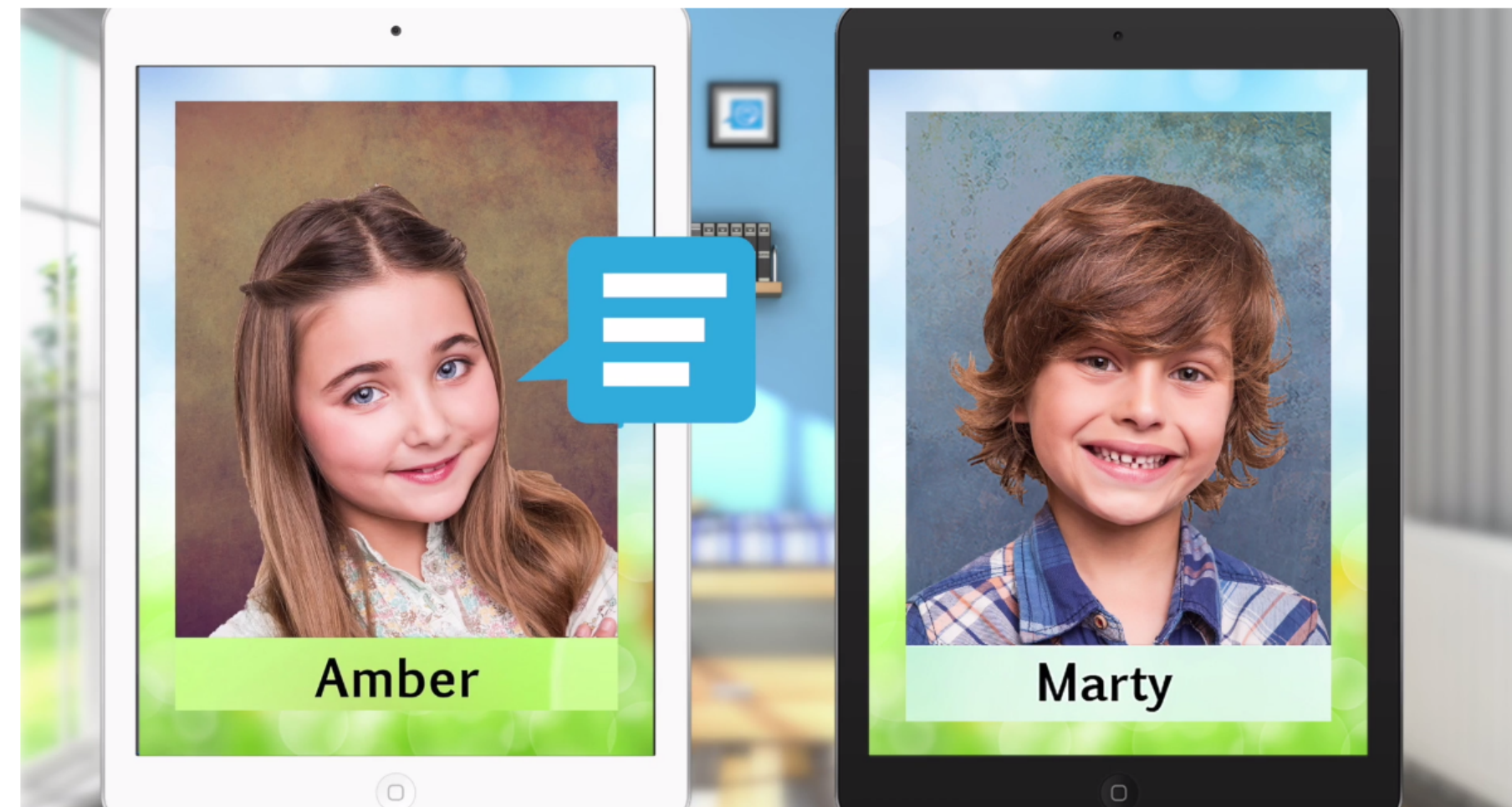
Terms of Service

ParentScreen Privacy Policy

ParentScreen Terms of Service



[Home](#) [How It Works](#) [How To Get It](#) [Elementary School](#) [High School](#) [Privacy & Safety](#)



It's your real yearbook, mobile and interactive

at no charge to your school

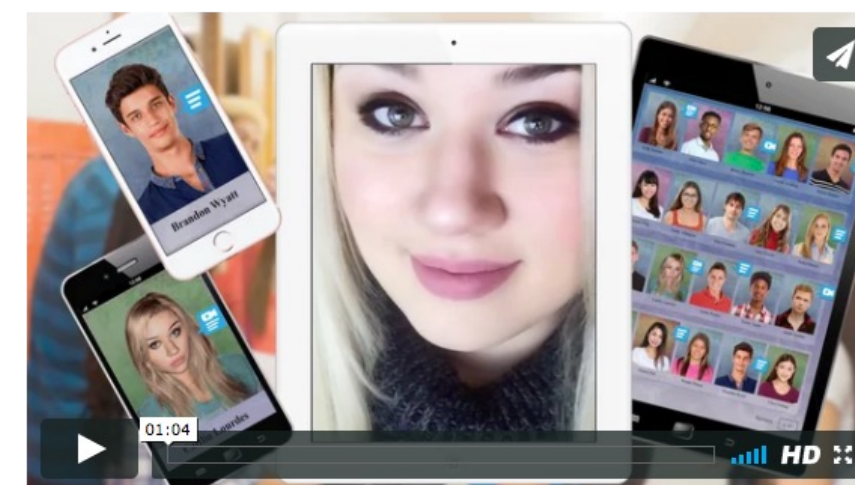
Ask your yearbook printer to include it with your print order



Elementary School

Elementary students can sign, sticker and send video to their classmates with their parents permission. They can keep the yearbook safely stored in the cloud and on their mobile device.

[Learn about Elementary School Yearbooks](#)



High School

Sign, sticker and even send a short video to everyone in your yearbook! Forever Connected yearbooks look exactly like the print yearbook and are always with you on your phone or tablet.

[Learn about High School Yearbooks](#)



© 2017 Future of Privacy Forum and
The Software & Information Industry Association.

<https://studentprivacypledge.org/>

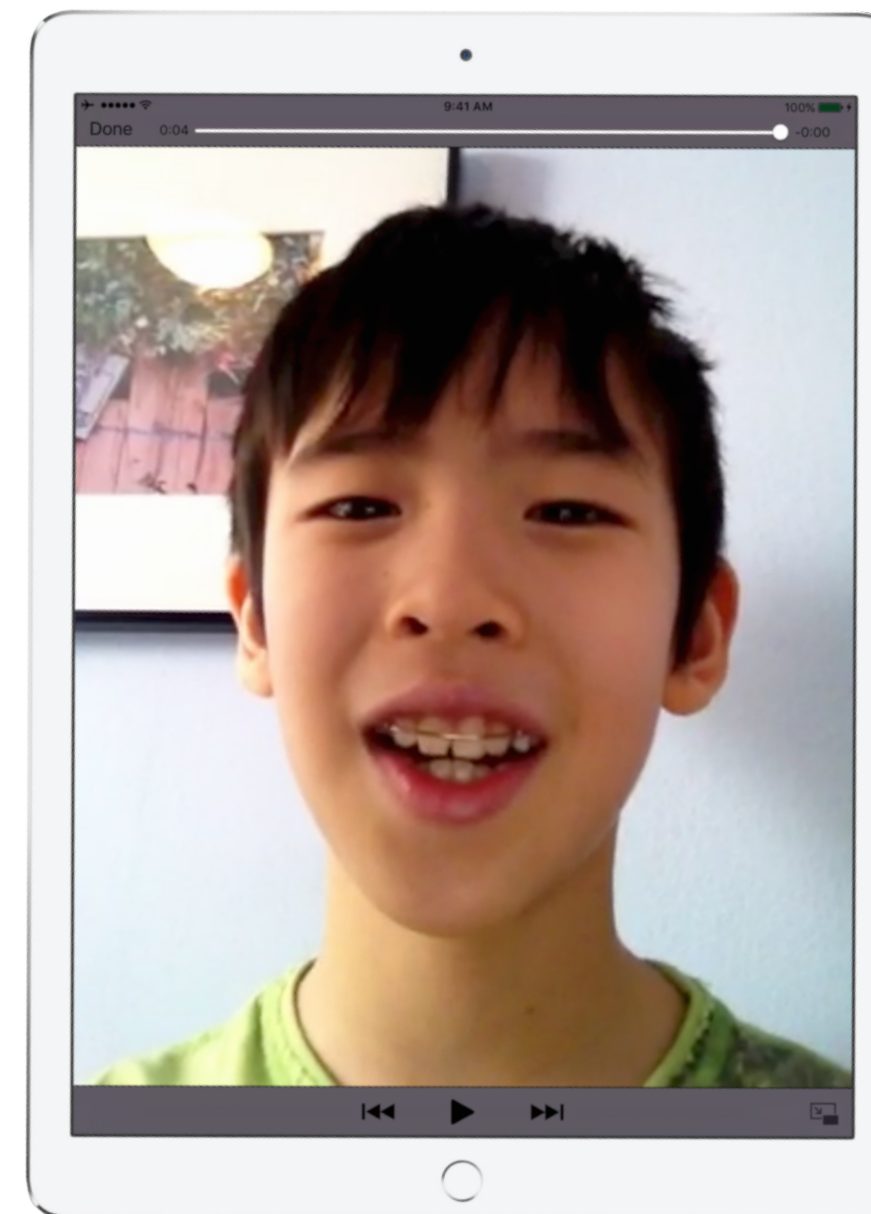
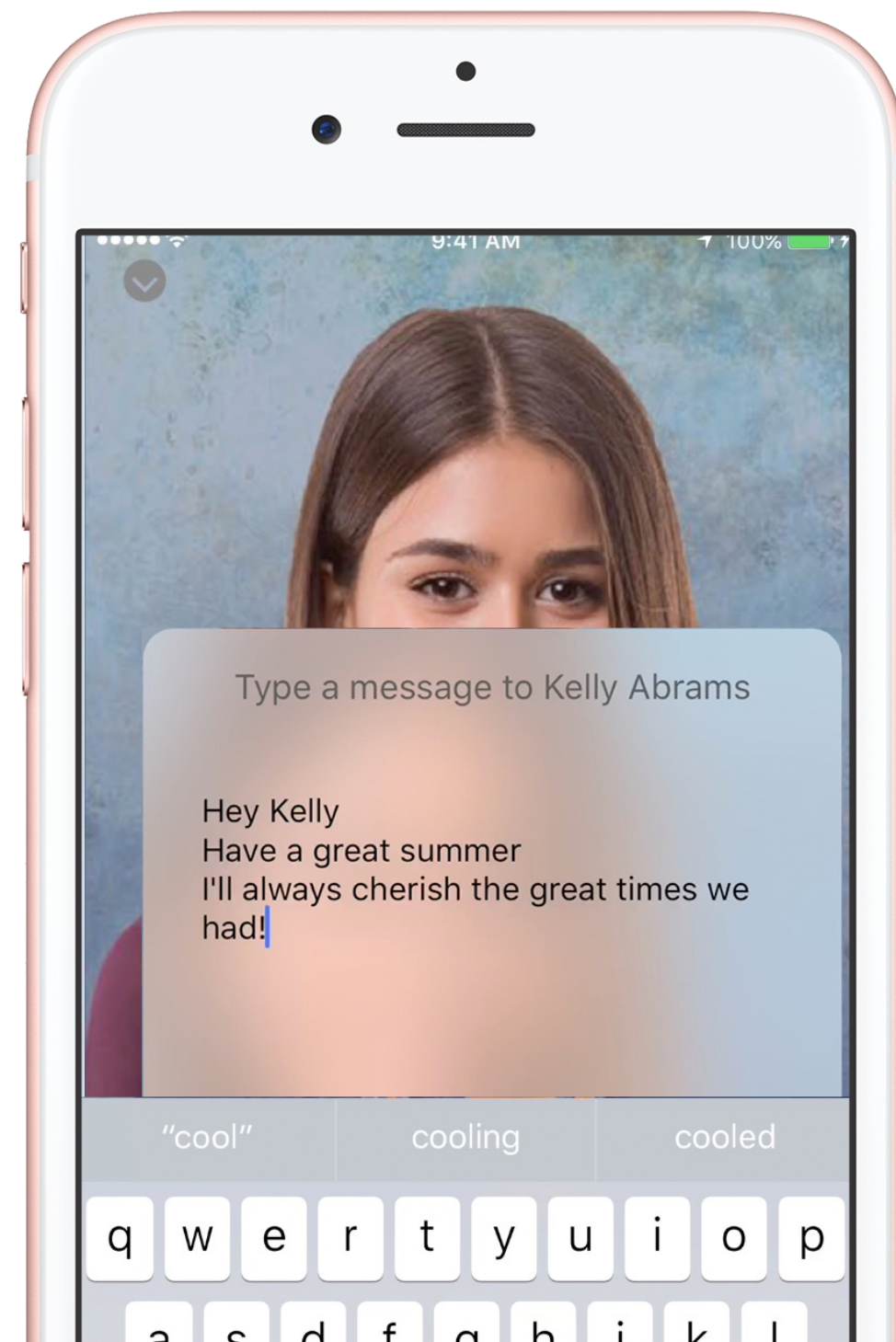
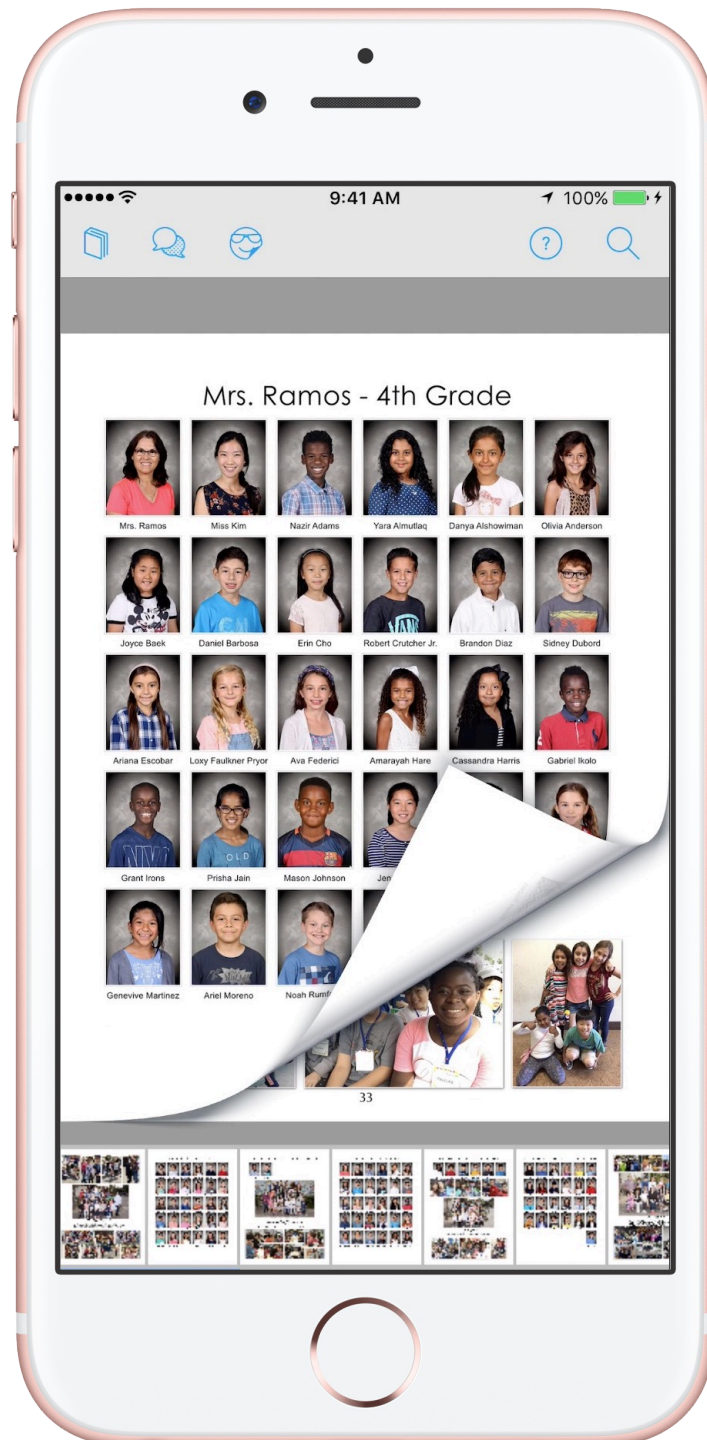


ParentScreen

Separate ParentScreen™ app allows parents to monitor and control children's messaging



- Visually identical to printed book
- Send/receive a personal message from everyone in the yearbook
- Send 3 stickers to each person in the yearbook
- Send 10 short videos to anyone in the yearbook, receive unlimited



- Long term business growth as digital takes the spotlight
- Using the yearbook as a printed portraits and products selling tool
- Take advantage of the on-demand economy: high volume impulse purchases

The screenshot shows the Marathon Yearbooks website. At the top is the Marathon logo and a navigation bar with links: Blog, Support, Downloads, Uploads, Newsletter, Catalog, Special Offers, and a search bar. Below this is a red navigation bar with links: Studio Products, Photo Printing Services, Web Solutions, Volume Photo Solutions, MAP, Education, and Contact Us. The main banner features the word "YEARBOOKS" in large red letters, followed by the text "LET AMERICA'S AWARD-WINNING PRINTER PROVIDE YOU THE BEST PUBLISHING SERVICES" and an image of several yearbooks. Below the banner are several sections highlighting benefits:

- Fast, Reliable Delivery:** Accompanied by a "FAST DELIVERY" icon. Text: "You will receive your first color proof free within one week from the time Marathon receives your digital layout files. After your proof approval, your books will ship in 1-2 WEEKS. Rush service is available depending on seasonal demand."
- Higher Quality:** Accompanied by an icon of a color calibration target. Text: "Our real ink-based printing system provides higher resolution and truer, more vibrant color than the color copier process used by many companies. Marathon has won many prestigious awards for the quality of our printing. Don't your customers deserve the best?"
- Live Yearbooks Software:** Accompanied by the "LIVE [YEARBOOKS]" logo. Text: "Marathon's NEW Live Yearbooks Software makes it easy for your school or organization to collaborate on design. Live Yearbooks is compatible with any Desktop, Tablet or Mobile device, and all updates are made 'LIVE' in real time!" A red button labeled "YEARBOOK SOFTWARE" is also present.
- Low Minimums:** Accompanied by an icon of a stack of books. Text: "Now it's practical to offer yearbooks to smaller public, private and parochial schools - even day care centers. MINIMUM ORDERS START AT JUST 50 BOOKS."
- Fair Pricing:** Text: "Our pricing program is easy to follow. We won't nickel-and-dime you with mysterious additional..."

Sell More Print Yearbooks

Attain new yearbook business/gain market share by bundling printed yearbook sales with an exclusive digital add-on product that students love.

Sell Even More Printed Products

Easy 'touch-to-order' patented functionality of student portraits & sports photos directly from mobile device to a printed product.

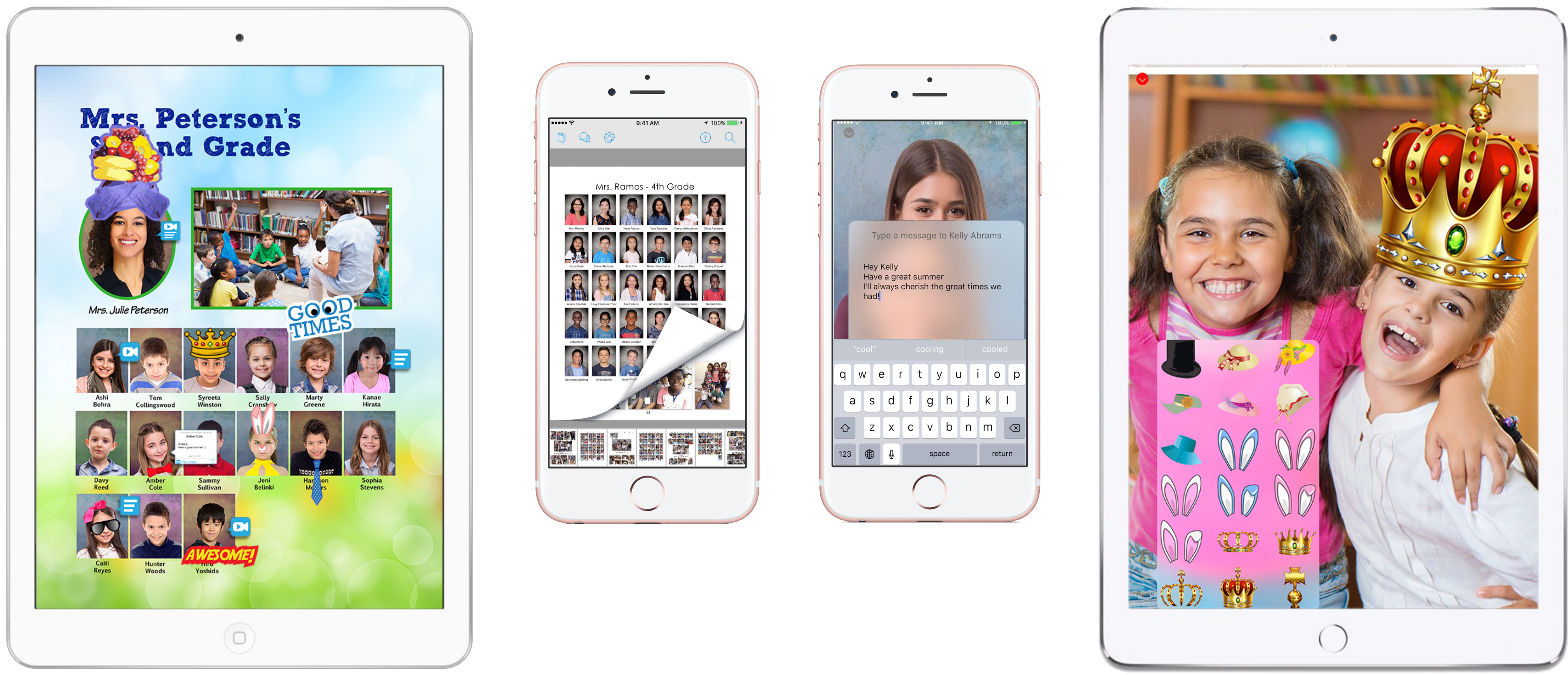
Specialty supplemental school mini-yearbooks (clubs, teams, etc.) possible.

Revenue from Yearbook In-App Purchases

Pricing decisions are made by you on a per-school basis.

Additional videos & personalized extras available as in-app purchases that can extend beyond current year.

Forever Connected is in all the apps stores today and is ready for the Q2 2018 season!



Your Memories in-Touch™



Forever Connected Patent Portfolio includes patents awarded for features such as touch-to-send messaging from a page layout, print with annotations, stickers, signatures and a number of patents pending related to dynamic stickers, avatars and emoticons, on-screen and in virtual reality and augmented reality settings.



Your Memories in-Touch™



ParentScreen

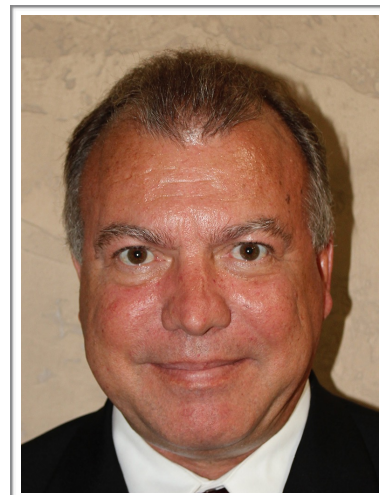
Executive Team



Robert & Fanny Davidson Founders,
Executive Creative & Tech

Parents, patent holders, creators of
over \$150m in value-added
technology for Fortune 100s.

Robert & Fanny define the Forever
Connected product & business.



Alan Gibbons, CTO

Alan brings deep technology and mobile tech
leadership experience from PepsiCo, AT&T
and draws on his prior experience
architecting enterprise, high-speed trading
systems for CitiGroup & TradeStation.



Joe Kincart, Intellectual Property

Joe was Senior Counsel with Clifford Chance
Global Intellectual Property Group, developing
intellectual property portfolio strategies, and then
General Counsel – Patents for Johnson & Johnson.



Jennifer Klear Student Data Protection & Privacy

Jennifer's new media practice specializes in social
networking including student speech and COPPA
data protection.



Scott Nelles Director Partner Relations

Scott has extensive business development
experience in a range of industries. He loves
helping clients understand and integrate new
technologies to enhance their financial
effectiveness and relevancy.